



US Army Corps
of Engineers



Marketing 101 – Part II

- **By**
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-



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SMALL BUSINESS PROGRAM

NORFOLK DISTRICT

BE REASONABLE IN YOUR COSTS PROPOSALS

- QUALITY WORK
 - REASONABLE COSTS
 - TIMELINESS
-



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**DO THE BEST JOB YOU CAN
UPON AWARD**

➤ **WHAT YOU DO SPEAKS LOUDER THAN
WHAT YOU SAY**



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RESPOND TO CORs PROMPTLY



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TREAT SUB-CONTRACTORS FAIRLY

- PAY THEM WELL
 - PAY THEM ON TIME
-



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**REQUEST A WRITTEN EVALUATION
AFTER PERFORMANCE**



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Norfolk District (3) Year Averages

| | |
|--------|--------------|
| ➤ SB | \$102M - 46% |
| ➤ SDB | \$59M - 27% |
| ➤ WO | \$12M - 5% |
| ➤ HUBZ | \$33M - 15% |
| ➤ SDV | \$3M - 2% |



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QUESTIONS ??
